

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

TARIFF FILING CHANGING COMPANY NAME TO)
BELLSOUTH TELECOMMUNICATIONS, INC.) CASE NO. 95-488

O R D E R

On November 2, 1995, BellSouth Telecommunications, Inc. notified the Commission of its intent to utilize "BellSouth" rather than "South Central Bell" as its operating name.¹ Moreover, BellSouth filed a motion to deviate from 807 KAR 5:011, Sections 3, 4, and 5, which require each tariff page to be revised when a utility changes its name.

In support of its motion for deviation, BellSouth asserts that its name as South Central Bell, a BellSouth company, has appeared on all advertising and customer bills so that the public is aware of the "BellSouth" name. BellSouth has filed a tariff on October 27, 1995 to alter the cover pages of each of its tariff sections identifying BellSouth Telecommunications, Inc. as the issuing utility.

The Commission, having considered the motion and having been otherwise sufficiently advised, HEREBY ORDERS that BellSouth's


¹ In Case No. 91-176, South Central Bell Telephone Company's Corporate Restructure, on December 31, 1991, BellSouth Corporation merged its subsidiaries, Southern Bell Telephone and Telegraph Company and South Central Bell Telephone Company, into the single corporation of BellSouth Telecommunications, Inc.

motion to deviate from the tariff filing requirement is reasonable and shall be granted.

Done at Frankfort, Kentucky, this 14th day of November, 1995.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director